

Anticipating Easter Needs

It is little more than a month til Easter and on made-to-order garments especially we ask that you anticipate your needs. Our splendid stocks of piece goods, trimmings, buttons, etc., make selection an easy matter and our Dressmaking Department, under the supervision of Mrs. Cass, offers a truly metropolitan service. In ready-to-wear garments, too, we suggest early selections. Our Second Floor Ready-to-Wear Section is now showing spring styles in every imaginable kind of garment for Easter as well as general wear. (Note the \$15.00 suit item.)

In addition to Easter needs, we have selected for next week many items of special interest to housekeepers. The Calisher Basement Store and Balcony will offer you this spring a continuous array of money-saving items and labor-saving devices.

New Wash Dresses for Women and Misses (Second Floor)

At \$2.50, \$2.95, \$3.95 and \$4.50 we are showing very pretty styles in wash dresses for women and misses. They come in figured percales, striped and checked gingham, chambray and linen. The colors are light blue, pink, lavender, tan, cadet blue and black and white. Several models button in front, others in back. Some are made with sailor or Dutch collar, a few with plain round neck. One style in light colored chambray is very attractively trimmed with insertion of heavy white lace and hand embroidery.

White Serge Suits and Dresses

We have secured for the spring season an extensive assortment of white serge suits and white serge dresses. White serge is one of Fashion's favorites for this spring. We show the all-white garments as well as many effectively trimmed in black and colors. Prices range \$10.50 to \$45.00.

Spring Weight Coats

Special attention is called to navy blue serge coats in spring weight. These are full length coats, and both tailored and trimmed models are shown. Prices range \$14.50 to \$24.50.

Next Week at Calisher's

"Miss Idalia" Will Demonstrate High Grade Toilet Preparations

At Calisher's Monday and all next week, "Miss Idalia" will demonstrate the Idalia toilet preparations. We cordially invite everybody in El Paso to attend this demonstration.

The Idalia preparations belong exclusively to Calisher's and can only be purchased here. We want everybody in El Paso to become acquainted with them because we firmly believe they are the highest grade toilet preparations on the market and we can conscientiously recommend their use. Attend the demonstration next week without fail. Following is a partial list of the preparations to be demonstrated.

IDALIA SPECIAL PERFUMES
Azotus, Thetis and Violet Celeste.

IDALIA BULK PERFUMES
White Rose, Violet, Crab Apple Blossom, Purple Hyacinth, Lily of the Valley, Honeysuckle, Trailing Arbutus, Camellia.

IDALIA VIOLET TOILET WATER
IDALIA ROSE CELESTE TOILET WATER

IDALIA EAU DE COLOGNE
IDALIA SACHET
Azotus, Thetis, Violet Celeste, Heliotrope.
IDALIA EXTRACT VEGETAL

IDALIA VIOLET TALCUM POWDER

IDALIA VIOLET FACE POWDER
IDALIA POUDRE DE RIZ
(Rice Powder)

IDALIA TOOTH POWDER
IDALIA ANTISEPTIC TOOTH PASTE

IDALIA BENZOIN & ALMOND LOTION
IDALIA VENETIAN ORRIS ROOT
IDALIA BATH POWDER
IDALIA CREME

A Special Purchase of New Spring Suits Enables Us to Offer Values to \$25.00 for \$15.00

We know it is entirely out of the ordinary to offer spring suits, right at the beginning of the spring season, at such a reduction in price. But, the suits we will offer next week are a special purchase by our New York organization. We got them at a reduced price and in turn offer them to our customers at a reduction.

The suits in this offer are all new spring styles. Coats and skirts are cut on the approved lines of the spring season. The materials are manish suitings in light and dark mixtures.

Take advantage of this special selling of new spring suits. Values to \$25.00; on sale beginning Monday at

\$15.00

(2nd Floor.)



The New Silks and Dress Goods

We have new things in spring silks and dress goods at good price concessions

Wool Challie 75c YD.
Full-wool challie. Comes in Persian, dot, hairline and Roman stripe patterns. Fancy Persian border. Per yard 75c.

Dress Chiffon 59c
44-inch dress chiffon, good heavy weight, used for overdresses and separate waists. Comes in a full range of colors—old rose, Delft blue, golden brown, lavender, coral, nickel, reseda, scarlet, taupe, cardinal, granite, raisin, navy, pink, light blue, black and white. Regular 75c quality; on sale Monday only at, per yard 59c.

75c MARQUETTE 45c
Yard wide silk and linen marquette, good heavy weight, used for dresses and separate waists. Colors are turquoise, shell pink, maize, Delft blue, pink, light blue, lavender, black and white. Regular 75c quality; next week at, per yard 45c.

\$1.50 STORM SERGE \$1.15
54-inch all-wool white storm serge with black hairline stripe. Good heavy weight for coat suits and separate skirts. Our regular \$1.50 quality; Monday only at, per yard \$1.15.

CHIFFON DRESS PATTERNS
Exclusive dress patterns of 46 to 52-inch bordered chiffon. Persian, floral, brocaded and satin stripe borders are shown; \$2.50, \$3.50 and \$5.00 per yard.

SPRING SUITINGS 75c YARD
At 75c per yard we show new spring suitings in hairline and shadow stripes. These suitings are 44 inches wide and are used for suits and separate skirts. Come in navy, gray, black and white only. Per yard 75c.

Have Mrs. Cass Make Your Easter Gown
Begin now to plan for your Easter costume. Our Dressmaking Department, with Mrs. Cass in charge, is prepared to make gowns that are marvels of style and beauty. Only, don't wait too long. The last week before Easter is a busy time. Consult Mrs. Cass now when she can give more time and thought to your needs. (3rd Floor)

Special Notice--Wash Dresses Made to Order
Monday we open a Made-to-Order House Dress Department. This will be operated in connection with our Dressmaking Department. House dresses will be made from \$6.00 up (the price including material and making) according to the quality of material you select. Investigate this new Calisher feature.

Draperies and Drapery Materials (Third Floor)

\$1.00 MUSLIN CURTAINS 69c
Muslin curtains made flat with lace edge, some with insertion and lace, worth to \$1.00 a pair; Monday at 69c.

\$1.75 LACE CURTAINS \$1.19
Nottingham lace curtains in white and Arabian in a good range of designs, worth \$1.50 to \$1.75 a pair; Monday at \$1.19.

\$1.25 DOOR PANELS 75c
Door panels made of fine grade net with handsome medallions, in white and Arabian, values to \$1.25; choice Monday at 75c.

COUCH COVERS 98c
Oriental striped couch covers, good width, full length, finished with fringe; special at 98c.

CURTAIN POLES 10c
Cottage curtain poles 4 feet long, complete with corrugated ball ends and brackets, regular price 19c; Monday for 10c.

15c CASEMENT SCRIM 10c
Casement scrim, mostly in dark Oriental effects, allover and border designs, 15c quality; Monday, per yard 10c.

25c SCRIM 19c
Double faced scrims in plain and fancy weaves, a good range of designs and colorings, qualities that sell regularly at 25c to 29c per yard; Monday 19c.

FLOOR BURLAP 12 1-2c
Standard floor burlap, full yard wide, fine for rug borders, good range of colors; special at, per yard 12 1-2c.

TAPESTRIES 45c
Oriental striped tapestries, 50 inches wide, for portieres, couch coverings, etc.; special at, per yard 45c.

Attend the Cattlemen's Convention
We extend an advance invitation to out-of-town people to attend the Cattlemen's Convention. In connection with this event, the Calisher store will not only offer a splendid merchandise service but exert every effort to make your visit to El Paso a pleasant one.



Newest Spring Millinery at the Most Attractive Prices

This spring we are featuring moderately priced millinery—stylish hats at \$5.00, \$7.50, \$10.00 and \$12.50. At these four prices we are now showing a splendid variety of styles.

Stylish Hats at \$5.00 and \$7.50

At \$5.00 and \$7.50 we have such a number of different styles that every woman will be sure to find one that pleases her, indeed, the difficulty will be to decide on one when there are so many to admire! Among the various styles you will find small semi-tailored hats made of beautiful braid and trimmed with velvet, plaiting and flowers. Also, medium sized Milan hats trimmed with flowers and a stylish satin bow. There are many small and medium hats suitable for older women—they are made of silk braids and trimmed with heavy lace bands or with flowers. If you have in mind a hat at \$5.00 or \$7.50, the best plan is to visit Calisher's Millinery Section first.

Stylish Hats at \$10.00 and \$12.50

At \$10.00 and \$12.50 we are showing the white chip hats. They are trimmed with flowers and lace and faced with velvet. One of the many charming hats we would like to have the pleasure of showing you is a medium sized navy lamp trimmed with a box plaiting of cherry red velvet ribbon, lace applique and a stunning wing effect. At \$10.00 and \$12.50 we also show a variety of tailored and semi-dress panamas. (2nd Floor)

Notions---Monday Specials

10c "Foot Form" darners.....7c
25c hairpin cabinets.....18c
10c cards of fancy pins.....5c
20c "Velvet Grip" hose supporters, in white and black, at per pair 15c
Silver plated thimbles, worth 10c at.....5c
Scissors worth to 75c for.....49c
"Mother's" ironing wax, regular price 10c; special Monday.....5c
Ruffled garter elastic, in white and colors, worth 15c a yard; special, per garter length.....8c
White and colored embroidery edging, comes in 25c pieces; special Monday.....19c
Horn hairpins, 3 on a card, regular price 15c per card; Monday 10c
Shoe laces, regularly 2 pair for 5c; special, pair.....1c
Hairpins, regularly 2 packages for 5c; Monday, each.....1c

The New Neckwear---Main Floor

Among the many dainty novelties now shown in our Neckwear Section, we call attention to—
Satin roses and other floral effects, in all the new shadings, at 25c to \$1.50.
The new Quaker and Russo collars at 25c to \$1.25.
The large lace and embroidered collars and fichu effects at 50c to \$3.50.
The new collar and cuff sets at 50c to \$4.50.

Our Men's Section (Main Floor)

NEW SHIRTS
We have just received a big shipment of the new spring styles and patterns in men's shirts. Priced at \$1.25, \$1.50, \$2.00 and up to \$3.50. See them Monday.

75c TIES 45c
For Monday we have grouped a few dozen regular 75c ties, all stylish patterns, and offer them at a special price of 45c.

SILK SOCKS 19c PAIR
Good silk socks, assorted colors; Monday at, per pair 19c.

New Wash Dresses for Girls
For girls from 6 to 14 we are showing a variety of new styles in wash dresses at prices ranging \$1.95 to \$4.25. Special mention is made of the new NORFOLK MIDDY style. We show this popular style in cadet blue, light blue and tan. We have also the regulation middie in white, light blue, cadet blue and tan. Both Norfolk and regulation middie have the kilt pleated skirt.

In girls' wash dresses there is one style that is especially suitable for school wear. Made with panel front and buttons at side. Has double pencil pocket as well as handkerchief and coin pocket. We show this style in tan linen trimmed in brown, navy or scarlet, also in navy and white cotton foulards in assorted patterns.

We will be glad to have you visit our Second Floor and see the many pretty styles we show in girls' wash dresses priced at \$1.95, \$2.25, \$2.75, \$2.95, \$3.95 and \$4.25.

The New Wash Goods--Basement

MARQUETTE NOVELTIES 50c YD.
27-inch marquette and voile novelties in a large variety of styles and colorings, including fancy stripes and plaids, solid colors in light and dark shades with self color satin stripes. At, per yard 50c.

WASH SILKS 49c YARD
27-inch wash silks, for soft, clinging gowns and children's dresses, come in neat stripes, absolutely fast colors. At, per yard 49c.

FANCY LINGERIE CLOTH 35c YD.
27-inch fancy striped lingerie cloth, this is an exceedingly handsome wash fabric, used for costumes and dressy waists. At, per yard 35c.

BEDFORD CORDS 35c YARD
27-inch plain colored Bedford cords, in the new spring shades as well as the staple colors, including black and white. At, per yard 35c.

EGYPTIAN TISSUES 25c YARD
30-inch Egyptian tissues and tissue gingham showing the new effects in stripes, plaids and small checks, beautiful color combinations. At, per yard 25c.

WASH FOULARD 15c YARD
A 27-inch silk finished wash foulard. Comes in navy, Copenhagen, brown, black, tan and gray. At, per yard 15c.

TUB LINENS 15c YARD
30-inch tub linens in a substantial crash weave. Come in solid shades of pink, light blue, lavender, gray, tan, brown and white. At, per yard 15c.

NEW PERCALES 12 1-2c YARD
90 pieces of new percales will be on special display Monday. Anything needed, either for dress or shirting purposes, can be found in this big collection. At, per yard, 12 1-2c.

Basement Balcony
Monday Offers No Housekeeper Should Overlook

Screw hooks, each.....1c
Small screw drivers (with wood handle).....2c
Store pipe flue rings.....2c
Extra heavy vulcanized coal shovels.....3c
Panake turners (with plant wood handle).....3c
Candlesticks with handle.....4c
Gift upholstery nails, per box.....4c
Large kitchen spoons.....4c
Picture hooks, 6 for.....5c
Hobby horses for the children.....5c
Long handled skimmers, extra strong.....8c
Sewing machine oil, "3 in 1".....9c
Wire picture cord, per box.....9c
"20 Mile Team" boxes, round packages.....9c
Graters, all sizes, round, half round and square, all with handy handle.....10c
Nickel plated drip coffee pots with wood knobs, 10c
Cuspidors, all colors.....10c
"Koen Cutter" pie or layer cake tins, regularly 25c each; Monday.....10c

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Our Boys' Department (Second Floor)

BOYS' KNICKERBOCKERS
At 85c, \$1.25 and \$1.69 a pair we are offering some excellent values in boys' light weight blue serge knickerbockers. These are made with taped seams, side and hip pockets, regular and peg tops. Come in sizes 4 to 17 years.

COAT SHIRTS 75c
We have an extensive line of coat shirts for boys 12 to 14 years of age. These come in fancy figures and stripes. Are made with reinforced shoulders, attached cuffs and watch pocket. Priced at 75c.

Infants' and Children's Underwear (Second Floor)

INFANTS' SHIRTS 39c
Part wool and part cotton shirts for infants up to 2 years of age. Button down front and are finished with a crocheted edge. Offered Monday at 39c.

INFANTS' SHIRTS 59c
Infants' all-wool shirts, finished with dainty crocheted edge, button down front. Come in sizes up to 2 years. Monday at 59c.

CHILDREN'S SLEEPERS 39c
Flannellette sleepers for children from 1 to 9 years of age. Come in pink and blue stripes and in plain white. Made with or without feet. Button down back and have drop seat. Extra Special Monday at 39c.

CHILDREN'S PAJAMAS
We have an extensive line of pajamas for children 2 to 10 years. They are made of good quality flannellette. Come in pink and blue stripes, also in fancy figures such as kittens, dogs, Teddy bears, etc. They are made with a little standing collar and fasten with frogs. Prices are \$1.00, \$1.25 and \$1.50.

HEART OF EL PASO

Calisher's